

### CHALLENGES IN THE PROJECT AREA

- \* Transportation
  - Traffic volume; likely to increase with new development/uses
  - Traffic movement/flow
  - Lack of connectivity to downtown and to the rest of the community
  - Lack of sidewalks and bike lanes
  - Existing and future traffic volume and transit on Nevada Avenue
  - Truck route impacts
  - The transit system works on paper but not in reality. The transit system doesn't have to go down Nevada Avenue to work
  - Lack of turn lanes; access into businesses
  - UCCS students need transportation to the surrounding areas, not just downtown
  - Some businesses require regular access by 18-wheelers; area not truck-friendly; some believe area is too truck-friendly
  - Increased traffic from National Cybersecurity Center
  - Definition of public transportation routes needed, e.g. ambulance routes, truck routes, emergency routes
  - A streetcar system would be prohibitive because of cost
  - Increased traffic due to planned UCCS student growth
  - Width of Nevada has hindered development
  - Lack of parking
  - UCCS student safety as the Nevada and Austin Bluffs intersection
  - Lack of covered bus shelters
  - Heavy traffic
  - Put public transportation along the railway, not on Nevada Avenue
  - The majority of UCCS students don't live on campus and they need to go to and from campus to get to work and speed is paramount
  - No City bus stop at the top of Nevada and I-25 entryway that goes directly downtown
- \* Land use
  - Industrialized area that would have to be wiped out to improve the area
  - "Complicated" area, with many types of land uses and small parcels of land not easily aggregated to facilitate change-of-use transitions
  - This community has a strong history of valuing private property rights
  - Existing zoning – what's allowed and outdated uses
  - Impacts on neighborhoods – buffering and access; disturbing character of adjacent neighborhoods
  - Incompatible uses, e.g. there may be federal regulations regarding location of federally supported research entities by the National Cybersecurity Center near marijuana grow operations
  - Lack of a common vision

- Signage along the corridor
- Vacant buildings and empty lots
- East of Stone, some properties will require chemical mitigation if redeveloped
- ComCor provides a vital service to the community and would need to be relocated
- Build higher than one story to get the most out of the limited, expensive land
- Unify the area with signage, marketing, façade updates
- Negative impacts to property and corridor businesses and residents created by the people ComCor serves

\* Businesses

- Business owner perceptions regarding being forcibly relocated/put out of business
- Trust of the City by current business owners
- How to prevent new or expanded uses now; long-term leases
- Issues for existing businesses if new businesses getting incentives
- Façade improvements needed
- Nature of some business properties not conducive to renewal of area, e.g. industrial, manufacturing
- Lack of hotels
- Encroachment of businesses into residential areas
- Preserve historic businesses and buildings
- Some motels are rundown
- Mixed uses, diverse businesses
- Avoid big box stores and strip malls
- Remove concrete plant, propane plant, dog track and marijuana grow facility

\* Infrastructure

- Drainage: stormwater run-off; sanitary sewer overflows
- Curb/gutter needed throughout
- Lack of street lights
- Width of Nevada
- Having high-capacity broadband capability is a must
- Utility needs for redevelopment; above-ground utilities
- Keep the power plant
- Deterioration of infrastructure in the area – blight, trash, neglect, dilapidated, unkempt, unmaintained, rundown

\* Plan development process

- Perception that the City already has a plan
- Perception that UCCS has a plan and will control what happens
- How can people make personal and business plans without knowing what's going to be in the North Nevada Avenue Plan?
- Uncertainty about the project schedule
- Too much focus on profits
- Put a stop to business growth in the area
- Getting information from the City
- Identification of City tools: improvement district, solicitation of master developer, public/private partnerships

- \* Negative perception of the area
  - Area perceived as a crime nexus
  - Negative public perception of the area created by ComCor's presence – impacts business sales and discourages people from going to the area
  - Parents of and prospective UCCS students have gotten a negative perception of the area because of ComCor facilities and some of those it serves
  - Negative perception about the people who live in the area
  - Difficulty in establishing new uses and attracting investment and new business to the area
  - Area perceived as blighted
- \* Public safety
  - Allowed uses are a draw for nefarious activity: marijuana shops; porn shops; liquor stores
  - Public safety issues created by ComCor population
  - People having to walk/bike in the street next to vehicles; safety crossing the street/at intersections
  - Prostitution becoming a problem
  - Drug activity
  - UCCS students' inability to safely access businesses in the area
- \* Housing
  - Maintaining senior housing in mobile home parks
  - Low-income and affordable housing
  - Concern about forcing residents out of the area
  - Increased UCCS student housing needed
  - Monitor to avoid destruction by large influx of college students
- \* City services
  - Police response time
  - Infrastructure improvements
  - Maintenance of public areas
  - There is a perceived lack of City services in the area
- \* Area is "undefined" and unattractive
  - Lacking streetscape/amenities
  - Condition of some business properties
  - Rundown and needs cleaned up
- \* Homeless residents
  - Homeless/transients in the area
  - Urban campers along Monument Valley Parks and the old Rock Island Railroad tracks
- \* Railroad right-of-way
  - Future use
  - Ownership/partnership
- \* Trail connectivity

## OPPORTUNITIES IN THE PROJECT AREA

### \* Businesses/jobs

- Businesses moving in to take advantage of work force
- There are many vacant properties, so opportunities exist for new businesses to move in
- UCCS's presence is a draw for new business
- New businesses could transform the area into a 'younger place' and will need to understand the needs/desires of millennium generation
- Area could accommodate a big box store, like a Walmart Super Store or a Home Depot
- If successful, could shore up Fillmore Street area
- Small, local businesses and shops
- Useful stores are needed in the area - grocery store and gas station
- Entertainment – theaters, bars, restaurants
- Add a smaller hotel/convention center
- Occupational acceleration: job training in conjunction with UCCS
- UCCS Bachelor of Innovation degree will draw interest in the area
- Offer 'facelifts' for existing businesses
- Co-working shared office space
- Add a roller rink, a ballroom, a drive-in restaurant, vintage clothing store and vintage/new vinyl record store to build on area's history
- Add a tasting room for local craft beers
- A rehabbed warehouse for artists and arts, food, entertainment-related businesses
- Artisan manufacturing
- Don't use the University Village approach – it's too car-centric
- Expand existing businesses
- Create businesses that are not only good for this area, but also good for the community
- Large customer base in the area
- Library
- Data centers
- Possible use of entitlement process to eliminate costs of business relocations
- Expand University Village approach to this area

### \* Transportation

- UCCS is only accessible with two roadways
- Could become a high density corridor, including the addition of transit service which is now lacking
- Put parking lots behind businesses and use for shuttles
- Street car: links to UCCS, CC, downtown; City/Colorado Springs and Interurban Railway partnership
- This project could create a cultural shift toward the use of transit in this community
- Maximize use of wide right-of-ways with bikes lanes and pedestrian walkways
- Put parking on the back side of businesses to minimize traffic on Nevada
- Make it pedestrian and bike-friendly
- Make business access by drivers/pedestrians/bicyclists easy
- Keep wide roads and good flow of traffic through the area
- Add turning lanes and traffic lights
- Offer a free trolley in the right-of-way to get people around the corridor
- Create a street design that will catalyze the redevelopment we desire
- Put a ramblas in the center of the street to attract redevelopment

- \* Land use
  - Mixed use zoning needed so people can live/work/shop in the area
  - Mixed use would increase sustainability
  - Expand existing businesses
  - Relocation of the people ComCor serves
  - Mix of old and new buildings
  - Discourage non-family-friendly uses, e.g. marijuana shops, porn shops
  - Mix of land uses, including industrial
  - Redevelop the old dog park: a City park, a sports area, a street car stop, farmers' market
  - Need to create a design vision and overlays; could do an overlay zone and identify what can't be done
  - Infill and backfill
  - Integrate business, university, neighborhoods and subdivisions, with people being able to walk to amenities
  - This could be a model for future land use planning projects
  - Relocate industrial uses
  - Be creative with uses: in London, England an art museum was built surround an old, ugly power plant
- \* Housing
  - Student housing
  - Dense housing – apartments, town homes, small homes
  - Housing that meets all income needs and is for all ages
  - Family residential properties
  - Senior “villages”
  - Tiny home senior living
  - Live, work, shop, play
  - Housing for all social strata
  - Incorporate the ‘Age Friendly Colorado Springs’ initiative in this area to encourage intergenerational housing
  - Nevada Avenue could be the new main street, with high-density housing along the entire length
  - UCCS students and faculty would like to live in Cragmoor. Homes and traffic patterns should be planned to make this a place they want to live
- \* Infrastructure improvements
  - Creation of water retention facility(s) as a result of the City's Intergovernmental Agreement with the City of Pueblo
  - Utility power lines and telephone lines underground
  - Safer for traffic, pedestrians, bikers, shoppers, workers
  - Improved Fillmore Street bridge
  - Enhance and make the area more beautiful: streetscaping, medians, fountains, benches, decorative lighting
  - Add a fire station
  - The Birdsall Power Plant could include a science lab for kids
  - Provide non-potable water for use in the project area and on the UCCS campus
  - Adding curbs will reduce gravel on the roads

- Extend the medians, trees, underpasses from University Village
- Put in the conduit in now that will be needed for electric travel in the future
- \* History of the area
  - Preserve historic properties
  - Take advantage of mid-century architecture / buildings as a cool, unique feature
  - Interpretive program to provide history of the area
  - Tie to Old North End
  - There are historic neon signs in the area
  - Play up the 'Mid-Century Nostalgia' theme since there are examples of the 1950s-era road culture in the area
  - Design standards should reflect history
  - There are historic homes in the south Cragmoor area and that area should be revitalized
  - Build on the history of the area – it doesn't have to all be knocked down
- \* Amenities
  - Waterpark and pool
  - Community event area
  - Senior center
  - Community garden
  - Create a multi-generational community center
  - A North Nevada Avenue Road Culture museum and NoNe (new name for the area) gift shop
  - Treat the trail and the waterway to the west as amenities
  - Beautifying a street – don't expand beyond that
- \* Location advantage
  - Gateway for the city
  - Good I-25 access
  - Close to downtown; extension of downtown
  - Centrally located, great location, easy access
  - Pikes Peak view
  - Hospitals/medical
  - The area is sandwiched in between some of the best space in town
  - Colleges
- \* Facilities to support UCCS
  - Student housing
  - Services
  - Hotels/long-term stay facilities for parents of students
  - Workforce housing
  - Use the old dog track for a sports stadium for UCCS
  - Leverage college studies, such as labs and research facilities
  - Create housing for UCCS faculty and staff
- \* City policies
  - Create first City/Urban Renewal Authority project that is proactive, with the City actively soliciting public/private initiatives
  - Offer tax increment financing so new businesses will move in
  - Showcase opportunity for the City

- Other cities have created policies to achieve similar goals
  - Benefit all without economic discrimination
  - Keep the area different; not all areas of town have to be the same
- \* National Cybersecurity Center
    - Cybersecurity is a huge opportunity with the military assets in this community
    - Some investors are interested in the area around the National Cybersecurity Center
    - There will be some conference space in the National Cybersecurity Center and there will be need for hotels to support it
    - The Center will create jobs and the need for services/retail to support the people who work there
    - Will be a magnet for other businesses
    - Having the Cybersecurity Center and UCCS as a research university will become a magnet for world-class faculty
    - National Cybersecurity Center: will add 'high-tech' feel, draw 'millennials,' stimulate need for local housing, create high-paying jobs, create the need for restaurants, gas stations, etc.
- \* Trail connectivity and parks
    - Link the railroad right-of-way to the Templeton Gap Trail with an underpass
    - Link to Monument Creek, Goose Gossage
    - Add a park in the area
    - Add a dog park
    - Have green connecting spaces
- \* Arts and cultural focus
    - Connect the Ent Center for the Arts, the Fine Arts Center, and the arts in downtown
    - There could be an organization similar to the Business of the Arts Center in Manitou providing artists with assistance on their arts businesses
- \* Health and wellness
    - Capitalize on the health and wellness facilities in and around the area: Penrose Hospital; UCH's small hospital; UCCS Sports Medicine Performance Center, and the Lane Center

## ELEMENTS OF A VISION FOR THE PROJECT AREA

- \* Land use mix
  - Storefronts with residential behind
  - Retail on first floor with residential above
  - Shared uses: industrial/coffee shops
  - Mixed use: live/work/play/shop
  - Helps fulfill student and medical tourism needs
  - A business park close to Fillmore Street whose companies are centered around programs at UCCS, CC and CTU
  - Businesses close to the road with parking behind
  - Intersperse boutiques and restaurants
  - All buildings don't look the same
  - Outdoor spaces
  - Find a better space for ComCor
  - Incorporate waterways, like the pond on Garden of the Gods Road and the creek
  - Preserve the view scape to maintain views of Pikes Peak and Garden of the Gods
  - Cleaned up, not replaced
  - A public space for community events and performances
  - Tree-filled pedestrian square with winding pathways and public spaces and mixed-used, contemporary buildings that provide a new pedestrian-friendly community core for Colorado Springs
  - Planned for the enjoyment and relaxation of people
  - Attract growing businesses
  - Like Old Colorado City, Old North End, Manitou Springs
  - Combine residential and commercial in buildings
- \* Well-planned
  - Define the area
  - Historic corridor theme
  - Add in arts and culture
  - Make it look/feel/function differently from University Village
  - Signs that tell the history of the area
  - Address the needs and fears of existing residents and businesses
  - Look at the corridor as a whole and maintain the same character throughout
  - Make it like the University Village Center
  - Use incentives
  - Value the current residents and businesses as well as bring in new ones
  - Maintain the views to the west
  - Increase the trust in the City
  - Be intentional about how mixed use and manufacturing uses come together
  - Stay well, stay safe, and be creative – all without leaving the corridor
  - Create a unique area
  - Fresh thinking in terms of urban planning
  - Ownership by the surrounding neighbors
  - Consider sustainability
  - Possible planning consensus which could enhance development and private investments
  - This area is a treasure waiting to happen. Potential is vast and good



- \* Business mix
  - Experiential retail
  - No 'big box' stores, but local shops
  - Small businesses
  - Add a real grocery store
  - Boutique, family-owned businesses
  - Create areas just off of Nevada Avenue like Pearl Street Mall in Boulder
  - 'Big box' store(s), like Target or Walmart
  - Area for lifestyle center, like the Shops at Briargate
  - Keep historic businesses in the area, like Navajo Hogan and Roman Villa
  - Manufacturing and professional office space
  - Boutique hotel
  - A Nordstrom store
  - Health and high tech businesses
  - Like University Village/ not like University Village
  
- \* Transportation accessibility
  - Street cars/ light rail
  - Bicycles, walking, jogging
  - Pedestrians strolling along greenways/pathways
  - Grade-separated interchange at Austin Bluffs Parkway to serve UCCS and businesses/reduce traffic on Nevada
  - Create a traditional boulevard
  - Find a way to be sensitive to the Old North End Neighborhood and potential transit impacts
  - On-street parking to make people feel safer and reduce traffic speeds
  - Reduced speed limit
  - Put in a frontage road east of Nevada Avenue to handle UCCS traffic
  - Create a system so people can move between all of the 'fun' areas, including downtown
  - Multi-modal – works for all types of transportation
  - Easy access to businesses
  - Public transportation through the area – rapid transit buses
  
- \* Housing mix
  - Keep senior mobile home parks
  - Make sure housing that is affordable is included
  - UCCS needs more student housing off-campus
  - There will need to be housing to support the National Cybersecurity Center workforce
  - Apartments for rent and condominiums for sale
  
- \* Infrastructure plan
  - Add a water feature
  - Turn the Templeton Gap water diversion facility into an amenity
  - Sidewalks on side streets
  - Total infrastructure plan that creates room for all

- \* Trail connections/parks
  - To the creek
  - To the Templeton Gap Trail
  - Lit and landscaped
  - More parks
  
- \* Attractive
  - Green, streetscape, tree-lined, median continued from Old North End
  - Fountains
  - Sculpture
  
- \* Safe and clean
  - Improved fire protection

## DESCRIPTIONS OF THE AREA 15 YEARS FROM NOW

- Safe
- Charming
- Vibrant
- Cool
- Stroll-able
- Young
- Fun
- Clean
- Can walk, ride, or bus
- Lots of activity
- Historic
- Creative district
- Urban feel
- Inside and outside uses
- It used to be a gateway to the city and it can be again
- A place to 'see and be seen'
- Has unique and fun experiences you can't find anywhere else in the city
- Good shopping
- Interesting – things to draw your attention
- A destination
- Great place to spend time/hang out
- Place for all ages: family-friendly, young adults, and senior-friendly
- Blown away by all the changes
- A place to bring your family
- Beautiful and inviting
- A mecca for senior living
- This is where it is and where it's happening
- Balanced – all needs of life accommodated
- Multigenerational
- Core livable community between significant economic catalysts
- Not like University Village
- A community gateway
- Good neighbor to the Old North End Neighborhood
- Best transportation solution of the state
- Easy to get to/accessible
- Walkable
- Doesn't replicate other places in the community
- A turning point in the history of Colorado Springs
- Completely updated, modern
- Bustling
- More like a neighborhood
- Newer
- College-feel
- Professional
- Similar to University Village
- Maintain some of the vintage motel look
- Destination arts and entertainment district
- Innovative
- Olympic flags flying down the length of Nevada Avenue to downtown
- Great blend of research, entertainment, and housing
- An asset –uniquely Colorado –that represents what's in Colorado Springs and represents us
- Fun, educational, excellent
- It adds to Colorado Springs and is different than what we already have
- It's a cultural place people can come together to problem-solve
- The area sells the city to businesses considering moving here
- Young professional and creative class magnet
- A place of security and retirement